

## CLAIMS

We claim:

1. A method comprising:

receiving into a conference-call-setup-system (CCSS) a request from a user to join a teleconference, wherein the request indicates a subject matter of the teleconference;

learning a location of the user;

5 selecting a teleconference based on (i) the location and (ii) the subject matter; and

joining the user into the teleconference.

2. The method of claim 1, further comprising selecting the teleconference based on

when the user requests to join the teleconference.

3. The method of claim 1, wherein the request indicates the location of the user, and

wherein learning the location of the user comprises reading the location from the request.

4. The method of claim 1, wherein learning the location of the user comprises

querying a location system operable to determine the location of the user.

5. The method of claim 4, wherein the location system comprises a mobile position

center and a position determining entity.

6. The method of claim 5, wherein the mobile position center receives the location of a mobile subscriber terminal operated by the user from the position determining entity, wherein the mobile position center forwards the location of the mobile subscriber terminal to the CCSS.

7. The method of claim 5, wherein the position determining entity is operable to process position information obtained from a mobile subscriber terminal.

8. The method of claim 1, wherein the CCSS comprises a switch and a service control point, and wherein receiving the request from the user comprises:

the switch receiving a feature code as dialed digits from a device operated by the user; and

the switch providing the feature code in a signaling message to the service control point.

9. The method of claim 8, wherein the service control point has logic that correlates conferences with location and subject matter, and wherein identifying the conference based on the location and the subject matter comprises:

the service control point referring to the logic to find a conference that matches the  
5 location and subject matter.

10. The method of claim 8, wherein joining the user into the teleconference comprises:

the service control point instructing the switch to connect the user to the teleconference;  
and  
5        the switch connecting the user to the teleconference.

11.      The method of claim 10, wherein instructing the switch to connect the user to the teleconference comprises providing the switch with a routing number to which the switch should connect the call.

12.      The method of claim 1, wherein the CCSS comprises a media server on a packet-switched network, and wherein receiving the request from the user comprises:

the media server receiving a session invitation message from a device operated by the user.

13.      The method of claim 12, wherein the session invitation message comprises a Session Initiation Protocol (SIP) INVITE message.

14.      The method of claim 12, wherein joining the user into the teleconference comprises:

the media server entering into a packet-based real-time media conference leg with the device operated by the user,

5            wherein the media server bridges the conference leg with conference legs of other users participating in the teleconference.

15. A conference call setup system, comprising in combination:

means for receiving a request from a user to join a location based subject matter teleconference, the request indicating a subject matter;

means for determining a location of the user upon receipt of the request;

5 means for selecting a teleconference based on (i) the location and (ii) the subject matter;

and

means for joining the user into the teleconference.

16. The system of claim 15, further comprising selecting the teleconference based on when the user requests to join the teleconference.

17. A system for location based subject matter teleconferencing, comprising in combination:

a conference bridge operable to support a teleconference between at least two conference call participants, wherein the teleconference participants have a similar location and a similar

5 subject matter interest;

a location system operable to determine the location of the teleconference participants; and

a conference-call-setup-system (CCSS) operable to join the conference call participants to a teleconference based on (i) the location and (ii) subject matter.

18. The system of claim 17, further comprising joining the conference call participants to the teleconference based on when the teleconference participants request to join the teleconference.

19. The system of claim 17, wherein the location system comprises a mobile position center and a position determining entity.

20. The system of claim 19, wherein the mobile position center receives the location of mobile subscriber terminals operated by the teleconference participants from the position determining entity, wherein the mobile position center forwards the location of the mobile subscriber terminals to the CCSS.

21. The system of claim 19, wherein the position determining entity is operable to process position information obtained from a mobile subscriber terminal.

22. The system of claim 17, wherein the CCSS comprises a switch and a service control point.

23. The system of claim 22, wherein the switch includes logic that causes the switch to send a signaling message upon detection of a dialed feature code.

24. The system of claim 23, wherein the dialed feature code corresponds with a particular subject matter category.

25. The system of claim 22, wherein the service control point includes logic that correlates teleconferences with location and subject matter.

26. The system of claim 22, wherein the CCSS further includes a service node having an interactive voice response unit (IVRU).

27. The system of claim 26, wherein the IVRU plays an advertisement to the conference call participants as a condition of joining the teleconference.

28. The system of claim 17, wherein the CCSS comprises a media server on a packet-switched network.

29. The system of claim 28, wherein the media server includes an application operable to receive a session invitation message from the teleconference participants and, in response to the message, to join the teleconference participants to a location based subject matter teleconference.

30. The system of claim 29, wherein the application is a Session Initiation Protocol application.